Social Media Glossary

API
An acronym for Application Programming Interface

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

App
An acronym for Application. See also app filename

App Filename
The filename .app indicates that the file is an application

http://en.wikipedia.org/wiki/Blogosphere

Application
The term has been used as shorthand for "application" in the IT community for decades but has become newly popular for mobile applications, especially since the advent of Apple's App Store in 2008. See also APP file

http://www.pcmag.com/encyclopedia_term/0,2542,t=app&i=37865,00.asp

Application Programming Interface (API)
Represents a computer system or application allowing for requests to be made of it by other programs and allows for data to be exchanged

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Avatar
An image or a username that represents a person online

http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx

Badge
An image, usually squared and displayed on a blog, which signifies the blogger's participation in an event, contest, or social movement

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Blog
The word is created from "web log", an online diary. They are usually maintained by an individual and show entries in chronological order

http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx

Blog digest
A blog digest reports on, and summarizes, other related blogs on a daily basis

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Blog Post/Entry
Content published on a blog. Entries may include pictures or embedded videos and links URLs for online sources used

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Blog Storm
A blog storm or blog swarm is when bloggers in the blogosphere write thousands of posts about a subject which then forces the story into the mainstream media

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Blogger
A person who keeps and updates a blog

www.wordnetweb.princeton.edu/perl/webwn

Blogging	Is the act of writing in one's blog
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Blogosphere	The blogosphere is made up of all blogs and their interconnections. The term implies that blogs exist together as a connected community (or as a collection of connected communities) or as a social network in which everyday authors can publish their opinions.
	http://en.wikipedia.org/wiki/Blogosphere
Blogroll	List of recommended blogs
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Categories	Are pre-specified ways to organize content – for example, a set of keywords that you can use but not add to when posting on a site
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Chat	A can refer to any kind of communication over the Internet, but traditionally refers to one-to-one communication through a text-based chat application commonly referred to as instant messaging applications.
	http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx
Cloud Computing	Computing in which services and storage are provided over the Internet (or "cloud")
	www.en.wiktionary.org/wiki/cloud_computing
Cluster	Groupings of content with similar tags. E.g. Flickr Clusters
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
CMS	An acronym for Content Management System
Comment	A comment is a response that is often provided as an answer of reaction to a blog post or message on a social network. Comments are a primary form of two-way communication on the social web.
	http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx
Comments	Blogs may allow readers to add comments under items, and may also provide a feed for comments as well as for main items
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Communities	Are groups of people communicating mainly through the Internet. They may simply have a shared interest to talk about or more formally learn from each other and find solutions. Online communities may use email lists or forums, where content is centralized. Communities may also emerge from conversations around or between bloggers
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Connect (on Facebook, LinkedIn etc)	The ability for me to bring my friends with me to existing sites, the ability for existing web sites to allow users to login with their Facebook or Google accounts
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Content	Is used here to describe text, pictures, video and any other meaningful material that is on the Internet
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Content Management System (CMS)	Software used to enter, edit, import, export, schedule and publish websites and other files and information
	www.comandsolutions.com/resources/glossary.html
Creative Commons	Creative Commons is a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. It provides free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix, use commercially, or any combination thereof
	http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx
Dashboard	The administration area on your blog software that allows you to post, check traffic, upload files, manage comments, etc
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Digg	Is a popular social news site that lets people discover and share content from anywhere on the Web. Users submit links and stories and the community votes them up or down and comments on them. Users can "digg" stories they like or "bury" others they don't
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
eBook	Is an electronic version of a traditional printed book that can be downloaded from the Internet and read on your computer or handheld device
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Embedding	The act of adding code to a website so that a video or photo can be displayed while it's being hosed at another site. Many users now watch embedded YouTube videos or see Flickr photos on blogs rather than on the original site
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Entry	An individual post or article published on a blog. Each of these entries, while appearing in an index, are also web pages unto themselves
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Face-to-Face	Is used to describe people meeting offline
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Fans   A Facebook "fan" is a user who "likes" a particular page. If a user chooses to "like" a page, they are then able to get updates from that page's administrator through status updates, link posts, and event invitations.

http://whatis.techtarget.com/definition/facebook--fan-.html

Feed   Content served at regular intervals eg. the latest articles from a blog or social actions by your friends

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Forum   Also known as a message board, a forum is an online discussion site

http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx

Geotagging   Is the process of adding location-based metadata to media such as photos, video or online maps. Geotagging can help users find a wide variety of businesses and services based on location

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Groups   Are collections of individuals with some sense of unity through their activities, interests or values

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Hashtag   A hashtag is a tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a "#". Example: #worldeconomicforum. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or conference

http://blog.hubspot.com/blog/tabid/6307/bid/6126/The-Ultimate-Glossary-101-Social-Media-Marketing-Terms-Explained.aspx

Identity   The general term for ensuring the correct representation of a particular individual on a web application

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Influencer   A person specialized in a specific subject matter and highly recognized in an online community that has the ability to sway others' thoughts

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

iTunes store   A software-based online digital media store operated by Apple Inc

http://en.wikipedia.org/wiki/ITunes_Store

Life streaming   Is the practice of collecting an online user's disjointed online presence in one central location or site. Life streaming services bring photos, videos, bookmarks, micro blog posts and blog posts from a single user into one place

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Like   The Like option allows to to acknowledge content on social media in a positive way without needing to add actual comments

http://www.webopedia.com/TERM/F/Facebook_Like.html

Links

are the highlighted text or images that, when clicked, jump you from one web page or item of content to another. Bloggers use links a lot when writing, to reference their own or other content. Linking is another aspect of sharing, by which you offer content that may be linked, and acknowledge the value of other's people's contributions by linking to them. It is part of being open and generous

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Listening

In the blogosphere is the art of skimming feeds to see what topics are bubbling up, and also setting up searches that monitor when you or your organization is mentioned

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Mapping

Networks enables you see who are the main connecting people. To do that you may need to ask people who they communicate with most frequently. If you want to grow an online community or network from an existing "real world" network, it will be important that the key people in the network overlap with the champions for online networking

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Mashup

Combining two or more web services to create something new. Eg. combining Twitter posts with Google maps to create TwitterVision

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Message Board

An online discussion site; people looking to discuss particular issues or needing support post threads (a message) on the forum or message board in hopes to gain more information or start a conversation

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Metadata

Refers to information — including titles, descriptions, tags and captions — that describes a media item such as a video, photo or blog post

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Micro-philantropy

Donating in small amounts ($1, $5, $10, $20)

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Microblogging

Is the act of broadcasting short messages to other subscribers of a Web service. On Twitter, entries are limited to 140 characters, and applications like Plurk and Jaiku take a similar approach with sharing bite-size media

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Moblogging

Posting to your blog via your mobile phone

http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Modified Tweet

A tweet that is a paraphrase of a tweet originally written by someone else

http://www.businessinsider.com/twitter-abbreviations-2010-8

Monetization	The approach to making money from your online property usually by display advertising, subscription, affiliate links, or context advertising (e.g. sponsored ads on search) http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
MT	An acronym for Modified Tweet
Multimedia	Media and content in different forms such as videos, pictures, etc. Examples include YouTube and Flickr http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
MySpace	An online social network. MySpace caters to artists and bands, who enjoy the flexibility of creating an individual "look" for their page. MySpace allows users to "friend" each other and create groups http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Navigation	A menu of links or buttons allowing users to move from one web page to another within a site http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Network	A Facebook term for a broader social grouping such as a city, large company or university. E.g. London, Yahoo, King's College http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
News Feed	A list of updates on a user's Facebook home page. The updates include status updates by friends as well as by official pages www.facebook.com
News Feed	Throttled, filtered amalgamation of friend generated stories over the past 48 hours http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Notification	A low importance message either generated automatically or as a result of a friend's action http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Online Community	A group of people using social media tools and sites on the Internet http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Open media	Refers to video, audio, text and other media that can be freely shared http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Openness	Is being prepared to share and collaborate – something aided by social media http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Page Impression	Also known as page requests or page views. Page impressions refer to the number of times that a web page is requested from a server. This is the preferred method for counting traffic
	http://www.internetmarketingdefinitions.com/PageImpression
Permalink	Are the permanent URLs to your individual blog posts, as well as categories and other lists of weblog postings. A permalink is what another blogger will use to link to your article (or section), or how you might send a link to your story in an e-mail message
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Platform	The ability for third parties to serve additional applications to users eg. The Facebook Platform
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Plugin	A small program linked to the web browser that will increase the number of file formats that may be processed by the browser
	www.publications.europa.eu/vademecum/vademecum/9313fdfe-c49e-119e-45c6a6441e63e066_en.html
Podcast	An audio or video file that is made available on the Internet for download and playback using a computer or a mobile device such as an iPod. Most podcasts have RSS capability, which can automate the download process for the user
	www.library.hsc.unt.edu/researchtools/LibraryInformationTechnologyGlossary.cfm
Poke	Smallest unit of communication on a social network e.g. you have just been poked by Jane, do you want to poke back?
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Post	See Blog Post
Privacy settings	The ability to limit social content by network or friend lists
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Profile	The online representation of an individual's identity
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Public Domain	A work enters the public domain when it is donated by its creator or when its copyright expires. A work in the public domain can be freely used in any way, including commercial uses
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Registration	Is the process of providing a username, password and other details when seeking to access a website that has restricted access
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Retweet	A tweet on Twitter that is repeated (retweeted) by another user
	www.twitter.com

RSS	An acronym for (Really Simple Syndication): Is a Web standard for the delivery of content — blog entries, news stories, headlines, images, video — enabling readers to stay current with favorite publications or producers without having to browse from site to site. RSS feeds let users subscribe to content automatically and read or listen to the material on a computer or a portable device
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Search Engine Optimization (SEO)	This is the act of improving a website's search engine compatibility by more effectively formatting site code, structure, and content to maximize keyword exposure
	www.anduro.com/glossary.html
SEO	An acronym for Search Engine Optimization
Share	The act of sharing a piece of content with specific friends or "posting to profile" so that those friends particularly interested in me will read it
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary
Skype	Skype is a software application that allows users to make voice calls over the Internet
	www.en.wikipedia.org/wiki/Skype
SlideShare	A website for sharing presentations
	http://www.slideshare.net/
SMO	An acronym for Social Media Optimization
Social Capital	Is a concept used in business, nonprofits and other arenas that refers to the good will and positive reputation that flows to a person through his or her relationships with others in social networks
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Social Media	Are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki or video hosting site. More broadly, social media refers to any online technology that lets people publish, converse and share content online
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Social Media Optimization (SMO)	Is a set of practices for generating publicity through social media, online communities and social networks. The focus is on driving traffic from sources other than search engines, though improved search ranking is also a benefit of successful SMO
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Social Network	An online environment to share, communicate and play with your friends . eg. Myspace, Bebo, Hi5, Friendster, Orkut (See also social network platforms that allow you to create your own social network such as Ning)
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/

Social Networking	Is the act of socializing in an online community. A typical social network such as Facebook, LinkedIn, MySpace or Bebo allows you to create a profile, add friends, communicate with other members and add your own media http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Status	140 character description of what a user is doing right now. E.g. Toby is writing a glossary of Social Media terms http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Streaming Media	Unlike downloadable podcasts or video, streaming media refers to video or audio that can be watched or listened to online but not stored permanently http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Style or Style Sheet	CSS (Cascading Style Sheet) that determines the look/feel of a site http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Tag Cloud	A tag cloud (or weighted list in visual design) is a visual depiction of user-generated tags, or simply the word content of a site, typically used to describe the content of web sites. Tags are usually single words and are normally listed alphabetically, and the importance of each tag is shown with font size or color http://en.wikipedia.org/wiki/Tag_cloud
Tagging	The slightly secretarial act of allocating particular keywords to content eg. Flickr photos http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Tags	Keywords that describe the content of a web site, bookmark, photo or blog post. Multiple tags can be assigned to the same online resource http://www.socialmedia-strategy.com/social-media-glossary.html
Threads	Are strands of conversation. On an email list or web forum they will be defined by messages that use the use the same subject. On blogs they are less clearly defined, but emerge through comments and trackbacks http://www.socialmedia-strategy.com/social-media-glossary.html
Trackback	Some blogs provide a facility for other bloggers to leave a calling card automatically, instead of commenting. Blogger A may write on blog A about an item on blogger B's site, and through the trackback facility leave a link on B's site back to A. The collection of comments and trackbacks on a site facilitates conversations http://www.socialmedia-strategy.com/social-media-glossary.html
Tweet	A tweet is a post or status update on Twitter and consists of 140 characters or less http://webtrends.about.com/od/glossary/g/what-is-a-tweet.htm

Tweetup	A real-life meeting organized on the social networking site Twitter
	www.en.wiktionary.org/wiki/tweetup
Twitterverse	Akin to blogs and the blogosphere, the Twitterverse is simply the universe of people who use Twitter and the conversations taking place within that sphere
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
UGC	An acronym for User Generated Content
Unique Visitor	A unique visitor is a statistic describing a unit of traffic to a Web site, counting each visitor only once in the time frame of the report.
	www.en.wikipedia.org/wiki/Unique_visitor
User Generated Content (UGC)	Stands for user-generated content, an industry term that refers to all forms of user-created materials such as blog posts, reviews, podcasts, videos, comments and more
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Videoblog (or vlog)	Is simply a blog that contains video entries. Some people call it video podcasting, vodcasting or vlogging
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Virtual World	Is an online computer-simulated space like Second Life that mixes aspects of real life with fantasy elements
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Vlog	An acronym for Videoblog
Voice Over Internet Protocol (VOIP)	Enables you to use a computer or other Internet device for phone calls without additional charge, including conference calls, e.g. Skype
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
VOIP	An acronym for Voice over Internet Protocol
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Wall	A wall is a section on a Facebook profile where others can write messages, post pictures etc.
	www.facebook.com
Web 2.0	Web 2.0 (or Web 2) is the popular term for advanced Internet technology and applications including blogs and wikis. The most significant differences between Web 2.0 and the traditional World Wide Web (retroactively referred to as Web 1.0) is greater collaboration among Internet users and other users, content providers, and enterprises
	http://whatis.techtarget.com/definition/0,,sid9_gci1169528,00.html

Web Analytics	Is the measurement, collection, analysis and reporting of Internet data for the purpose of understanding who your visitors are and optimizing your website
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Web Conferencing	Is used to conduct live meetings or presentations over the Internet
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Web Feed	Such as RSS or Atom, allow you to read, listen or watch new content on a blog or a website without having to revisit that site
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Web-based Tools	Google, Yahoo and a host of other commercial organizations provide an increasing range of free or low-cost tools including email, calendars, word processing, and spreadsheets that can be used on the web rather than your desktop
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Webcasting	Refers to the ability to use the Web to deliver live or delayed versions of audio or video broadcasts
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Webinar	Short for Web-based seminar, a webinar is a presentation, lecture, workshop or seminar that is transmitted over the Web
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/
Widget	A widget is mini applications embedded within a web page that add dynamic content frequently supplied by a third party
	www.blueprintdata.com/glossary.html
Wiki	A collaborative website which can be directly edited by anyone with access to it
	www.en.wiktionary.org/wiki/wiki
Word-of Mouth Marketing	Sometimes called grassroots marketing or conversational marketing, is an umbrella term for dozens of techniques that can be used to engage and energize customers
	http://thesocialmediaguide.com/2009/09/01/social-media-glossary/